

Key Guide:

- ***Bold italics*** indicate additions to existing text.
- ~~striketrough~~ text indicates deletions of existing.
- Renumbering and reformatting are indicated by highlighting.

Short Name of Proposal: **Campus Wayfinding Signage** (March 19, 2025)

### **Article III - Definitions Section**

*Campus Wayfinding Signage – A system of signs that helps people navigate the grounds and buildings of a university or college campus by providing directions, information, and identifying locations.*

### **Article VII – Accessory Uses**

#### **715 Signs**

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***(THE FOLLOWING IS A NEW SUBSECTION; all language has been left formatted normally for legibility.)***

Section 715.8 In all districts, campus wayfinding signage is permitted as follows:

- A. The purpose of this section is to provide flexibility to the standard sign regulations, which are formulated on an individual building or lot basis rather than a campus-wide basis, to enable the implementation of a campus wayfinding signage program to improve campus accessibility, navigability, and identity.
- B. This section intends to facilitate the implementation of a campus wayfinding signage program while seeking to limit the number of signs and volume of messaging, especially in areas outside of the core campus, to the minimum effective amount to avoid sign clutter and promote roadway safety. Additionally, these provisions shall ensure that implementing a campus wayfinding signage program does not visually detract from the identity of the Town of Hanover in areas on the periphery and proximate to the core campus, such as Downtown Hanover.
- C. If part of Section 715 conflicts with this subsection, the rules in this subsection shall apply.
- D. A campus wayfinding signage master plan detailing the sign types, sizes, locations, and the number of signs proposed to address campus wayfinding needs comprehensively shall be submitted to the Director of Planning, Zoning & Codes for review. The Director shall provide a recommendation to the Planning Board, who shall serve as the designated approval authority. The Planning Board may place reasonable limitations on the size, location and number of signs to ensure consistency with this section's intent and any requirements outlined herein.
- E. Once a campus wayfinding master plan is approved, individual building identification and accessibility signage may be installed without a permit. All other sign types shall be approved through the standard sign permit process.

- F. Phased implementation of a campus wayfinding signage program shall be permitted and there are no limits on the number of phases allowed, nor the time required to complete any phase.
- G. Modifications to a campus wayfinding signage master plan shall require review and approval by the Director of Planning, Zoning & Codes and the Planning Board prior to any such changes being implemented or requested in a sign permit application.
- H. All campus wayfinding signage must adhere to the requirements outlined in Section 715.1. In accordance with Section 715.1.A; signs proposed within the street right-of-way may be permitted with approval of the Board of Selectmen or the New Hampshire Department of Transportation as appropriate.
- I. Size, location, and relative quantity of signs permitted for a campus wayfinding signage program shall be subject to the specific requirements outlined below:
  - i. Building identification signs shall be sized at a pedestrian scale and may be installed in addition to any other building signage that may be allowed pursuant to the general sign regulations. Building identification signs mounted on the building shall not exceed four (4) square feet in size and free-standing building identification signs shall not exceed six (6) square feet on any one side.
  - ii. ADA signage identifying and providing directions to accessible entrances shall not exceed four (4) square feet in size and may be building-mounted or free standing as necessary.
  - iii. Pedestrian directional signs shall not exceed eight (8) square feet in size on any one side.
  - iv. Vehicular directional signs shall not exceed sixteen (16) square feet in size on any one side.
  - v. Parking lot identification signs shall not exceed twenty (20) square feet in size on any one side.
  - vi. Orientation maps shall not exceed twenty (20) square feet in size on any one side.
  - vii. A limited number of signs identifying departments, programs, or divisions within an institution may be permitted and shall not exceed twenty-four (24) square feet on any one side.
  - viii. A limited number of gateway signs identifying the institution may be permitted at major arrival points onto campus. It shall not exceed sixty (60) square feet on any side.